REPORT ON THE RESEARCH FINDINGS OF A STUDY ON TOBACCO ALCOHOL AND MARIJUANA USAGE AMONGST WINNIPEG TEENAGERS

PRESENTED TO: MANITOBA HEALTH
AND
THE ALCOHOLISM FOUNDATION OF MANITOBA

PRESENTED BY: RESULTS GROUP

PRESENTED ON: APRIL 19, 1985

Manitoba Health

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I. INTRODUCTION

The Results Group, a Winnipeg based market research firm, was commissioned jointly by Manitoba Health and the Alcoholism Foundation of Manitoba to conduct a market research study. The study, designed to mirror a national study completed for Health and Welfare Canada, involved a survey of youths between the ages of 12 and 17 years on the topic of cigarette, alcohol and marijuana usage. Health and Welfare Canada has designed and implemented a program entitled "Towards a Generation of Non-Smokers" which is aimed at youths in an attempt to dissuade them from starting the smoking habit, and to lessen the peer pressure on individuals who have chosen not to smoke. A seven week media campaign was run in Manitoba in early 1985 as part of this program.

The research project, which involved completion of 500 in-home interviews, utilized the same questionnaire from the national study, in order to obtain comparable results in Winnipeg. Permission for use of these materials was obtained from Health and Welfare Canada.

The basic objectives of the study were defined as follows:

1. To assess the impact of the Generation of Non-Smokers Program media program. This program, launched by Manitoba Health in co-operation with the Manitoba Interagency Council on Smoking, and Health and Welfare Canada, was run from January 14th to March 3rd, 1985; and

2. To obtain baseline data regarding the attitudes, knowledge and behavior of young people concerning cigarette, alcohol and marijuana usage.

II. METHODOLOGY

In order to obtain comparable results, the methodology employed reflected the national study, which involved conducting door-to-door in-home interviews. A sample size of 500 individuals, distributed in a random, representative manner across Winnipeg, was selected to provide data that would be accurate within ±4% at the 95% confidence level. Only individuals between the ages of 12 and 17 were interviewed and only one interview per household was conducted. Prior to commencement of the interviewing process parental permission was sought in the same manner as the national study.

Households to be included in the sample were selected through a systematic random sampling technique. Winnipeg was divided up by enumeration areas and 50 of the enumeration areas were then selected at random, each of which represented a sample point from which 10 interviews were completed. In each area, quotas of five female and male completions were enforced, along with equal quotas from the younger age category (12 to 14), and five from the older category (15 to 17) were also followed, if possible.

Interviewers were randomly assigned start points from each sample area, and were instructed to approach every other household, following a counter-clockwise direction along each block. Data collection took place between March 18th, 1985, and March 31st, 1985. Routing maps and detailed instructions were issued to each interviewer. To ensure that all data was authentic, each completed interview was verified by a Results Group field supervisor to ensure authenticity. As in the

national study, each qualified respondent completed pages one to eight of the questionnaire on his or her own, while pages nine to 11 (the advertising and demographic sections) were administered by the interviewer.

Upon completion of the interviewing and verification phases, all questionnaires were coded and keypunched into computer readable format. All data was subsequently edited and checked, utilizing SPSS X (the Statistical Package for the Social Sciences) to ensure that all skip patterns were followed properly, and to remove all illegal codes. Frequency distributions and crosstabulations were then produced and analysed, the results of which can be found in the following sections of this report.

III. OVERVIEW

Tobacco Usage

- Approximately one-third of Winnipeg teens indicated that they have, at some point in time, smoked cigarettes. Females were more likely than males to have smoked.
- Of those who indicated that they had smoked, 61% are currently smoking on a daily basis. The greatest majority are between the ages of 15 to 17 years.
- The average age at which Winnipeg teens began smoking was 12.9 years.
- Teens indicated that approximately one-third of their peers smoke, and over three-quarters suggested that the number of teens who smoke has increased in the past five years.
- Approximately one-half of all teens suggested that they will definitely not be smoking in five years' time.
- The greatest effects of smoking were noted to be cancer and respiratory problems.

Alcohol Usage

- Three-quarters of the teens surveyed have had more than two or three drinks in their lifetime.
- Beer is, by far, the preferred beverage of teens who drink alcohol, followed by liquor and wine.
- Teens who drink alcohol tend to do so on a weekly or monthly, moreso than daily, basis.
- Hangovers and drunken driving were cited most frequently as effects of over-drinking.

Marijuana Usage

- Approximately one-quarter of the teens surveyed indicated that they had used marijuana.
- Those who smoke cigarettes and drink alcohol on a regular basis indicated a greater tendency to use marijuana.

- Marijuana is smoked more on weekends than weekdays, and moreso by older, rather than younger, teens.

- Approximately seven out of every 10 teens indicated that they definitely will not be smoking marijuana in five years' time.

- The most frequently mentioned effect of marijuana smoking was brain damage.

General Evaluation of Tobacco, Alcohol, and Marijuana

- Tobacco use was more frequently noted to cause lung cancer, be addictive, and increase the risk of heart disease.

- Alcohol was most often mentioned to make driving dangerous, be addictive, and effect reaction time.

- Marijuana was most frequently noted to harm unborn babies, make concentration more difficult, and effect reaction time.

- Cigarette smoking was noted to have caused more problems for Winnipeg teens than either usage of alcohol or marijuana.

- Teens tended to support their peers who were trying to quit smoking cigarettes, drinking alcohol, or smoking marijuana.

- Non-smoker and non-user rights were also supported by the teenagers surveyed.

Advertising Recall

- On an unaided basis, three-quarters of the teens had seen or heard advertising for not smoking.

- Most frequently recalled advertisements were those suggesting "smoking ruins health", and "no smoking posters."

- On an aided basis (once shown the advertisements), 80% recalled the Ski Advertisement, while 90% recalled the Beach Advertisement.

- The main messages conveyed in these advertisements were seen to be encouraging people not to smoke and to suggest that better health will be attained by not smoking.

- Over 85% of all teens had seen these two advertisements on television.

- Of all named sponsors of the advertisements, the Cancer Association was the most frequently mentioned.

IV. DETAILED FINDINGS

The findings of the study are presented in the same order as the questionnaire was administered. Tabular results, along with descriptive analysis, is provided for each question.

When subsample bases fall below 100, the data becomes increasingly less statistically reliable in that the margin of error increases to ±10% and higher. As such, the demographic breakdowns provided herein should be interpreted as indicative of trends which appear to exist. The ** symbol will indicate that the sample bases are below 100 on all tables included in the report.

A. Tobacco Usage

Of the 501 teens included in the study, approximately one-third indicated that they either presently, or at one time, had smoked cigarettes. Significantly greater numbers of females (37%) than males (24%) indicated this propensity to smoke. Those who indicated tobacco usage were subsequently asked to indicate the age at which they had started smoking. The average age indicated by all the teens was 12.9 years, however, males tended to reveal that they began the habit at a slightly earlier age than females (11.7 vs. 13.1 respectively.)

Of the 30% of teens who indicated that they had used tobacco, 61% were still smoking cigarettes on a daily basis. As may be expected, a significantly greater percentage of those in the older age bracket (15 to 17 year olds) were still smoking (67%), while approximately one-third of the 12 to 14 year old respondents indicated that they still smoke. (35%).

Table 1

DO YOU CURRENTLY SMOKE CIGARETTES ON A DAILY BASIS?* **
(BY AGE AND SEX)

	AGE		SEX	
	12 TO 14	15 TO 17	MALE	FEMALE
Base	26	121	61	86
	%	%	%	%
Yes	35	67	67	57
No	65	32	33	42
Not Stated	-	1	-	-

*Asked only of those who indicated tobacco usage.

Interestingly, those who are currently smoking are also much more inclined to have used both alcohol and marijuana in the past month, as illustrated in Table 2.

Table 2

DO YOU CURRENTLY SMOKE CIGARETTES ON A DAILY BASIS?* **
(BY USE OF ALCOHOL AND MARIJUANA IN THE PAST MONTH)

	TEENS WHO DRANK ALCOHOL		TEENS WHO SMOKED MARIJUANA	
	DRANK IN PAST MONTH	DID NOT DRINK IN PAST MONTH	SMOKED IN PAST MONTH	DID NOT SMOKE IN PAST MONTH
Base	77	12	57	15
	%	%	%	%
Yes	74	67	83	80
No	26	33	18	20

While the base sizes are relatively small, there appears to be a tendency towards multiple usage of tobacco, alcohol, and marijuana amongst Winnipeg teenagers who smoke cigarettes.

Teens who indicated that they were currently smoking cigarettes on a daily basis were asked to relate the number of cigarettes that they smoke. As can be seen in Table 3, 90% of all teens who indicated that they smoke currently were between the ages of 15 and 17, with only 10% of current smokers under the age of 15.

Table 3

NUMBER OF CIGARETTES SMOKED DAILY*
(BY AGE AND SEX)

	AGE		SEX	
	12 TO 14	15 TO 17	MALE	FEMALE
Base	9	81	41	49
	%	%	%	%
1 to 5 cigarettes daily	78	26	20	41
Half a pack	22	49	63	33
Pack a day	-	20	15	20
1 1/2 packs daily	-	3	-	4
2 or more packs daily	-	1	2	-
MEAN NUMBER SMOKED DAILY	8	14	14	10

*Asked only of those who indicated tobacco usage.

While the average number of cigarettes smoked per day was 12, males tended to smoke on an average of 14 cigarettes per day, while females smoked far fewer per day. Interestingly, as noted previously, while those who smoke cigarettes have a greater propensity to drink alcohol and use marijuana, there appears to be a strong correlation between the number of cigarettes smoked, and the use of alcohol. Those who smoke greater numbers than one pack of cigarettes are also more likely to have used alcohol in the past month, as seen in Table 4.

Table 4

NUMBER OF CIGARETTES SMOKED DAILY BY USER OF ALCOHOL AND MARIJUANA**

	TEENS WHO DRANK ALCOHOL		TEENS WHO SMOKED MARIJUANA	
	DRANK IN PAST MONTH	DID NOT DRINK IN PAST MONTH	SMOKED IN PAST MONTH	DID NOT SMOKE IN PAST MONTH
Base	57	8	47	12
	%	%	%	%
1 to 5 cigarettes daily	23	25	19	33
Half a pack	46	63	53	42
Pack daily	25	13	12	17
1 1/2 packs daily	4	-	2	8
2+ packs daily	2	-	2	-
Not stated	2	-	-	-

All of the teenagers were asked to indicate, in a general manner, the number of their peers who currently smoke cigarettes. Approximately one-fifth of the teens stated that none of their friends smoke, while almost identical numbers stated that a few (23%), some (24%), or most (26%) of their friends smoke. Only 5% relayed that "all" of their peers smoke cigarettes. Females, moreso than males, suggested in

greater numbers that some (28% vs. 21% respectively), or most of their friends (29% vs. 24% respectively) smoke cigarettes. As is borne out in earlier statistics, the younger teen respondents were almost twice as likely as older teens to suggest that none of their friends smoke (29% vs. 16% respectively).

Table 5

NUMBER OF FRIENDS WHO SMOKE CIGARETTES REGULARLY
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
None	29	16	23	19
A few	27	20	27	19
Some	22	25	21	28
Most	18	32	24	29
All	3	6	5	5
Don't know	1	-	-	-
Not stated	1	1	1	-

When asked to indicate whether they believe the percentage of teen smokers has increased or decreased, females and younger respondents were somewhat more likely to state that an increase has taken place (80%), than were either the males or older teens (74%). Interestingly though, on average, over three-quarters of the teens felt that the number of teenage smokers had increased.

Table 6

HAS THE PERCENTAGE OF TEENAGE SMOKERS INCREASED OR DECREASED?
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Increased	80	74	73	80
Decreased	6	11	10	7
Remained the same	14	15	16	13
Don't know	1	-	-	-
Not stated	1	-	1	-

When asked to stipulate the percentage of teens who currently smoke, the overall percentage received was 59%, with males suggesting a slightly lower number (56%) and females indicating a somewhat higher percentage (62%).

Surprisingly, when asked to state whether or not they believe that they will be smoking in five years time, only 17% of all teens questioned indicated that they will be smoking. Only 2% indicated that they definitely will, while 15% indicated that they probably will be smoking. It appears that the teens who smoke view their habit to be temporary and not a condition that will exist in the future. Notably, females and those between the ages of 15 and 17 indicate a greater propensity to suggest that they will be smoking in five years' time than do younger or male teens.

Table 7

DO YOU THINK YOU WILL BE SMOKING CIGARETTES IN FIVE YEARS?
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Definitely will	1	2	2	2
Probably will	9	19	12	18
Probably will not	27	38	31	36
Definitely will not	62	40	54	44

The teens were then asked to indicate the effects of smoking cigarettes, on a top-of-mind, open-ended basis. Overall, the greatest percentage of teens stated "cancer" (70%) followed by "respiratory problems" (10%). When asked to elaborate on other effects, the majority of answers were: cancer (17%); the bad smell (16%); and, respiratory problems (12%).

Less than 5% of the comments received were of a positive nature, as it appears that these teens are well aware of the drawbacks and negative factors surrounding smoking.

Table 8

TOP OF MIND EFFECTS OF SMOKING CIGARETTES*
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Cancer	70	69	69	70
Respiratory Problems	7	13	11	9

*Multiple mention.

Table 9

OTHER EFFECTS OF SMOKING CIGARETTES*
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Cancer	20	15	17	17
Bad Smell	14	18	15	18
Respiratory Problems	9	13	13	11

*Multiple mention.

B. Alcohol Usage

Respondents were asked to indicate whether or not they had drunk beer, wine or liquor more than two or three times in their life. Almost three-quarters of those interviewed (74%) stated, yes, they had consumed more than three drinks of alcohol in their lifetime. Not surprisingly, older teens showed a greater propensity to have consumed more than three drinks of alcohol (89%) then did those who were from 12 to 14 years of age (51%). It would appear that alcohol usage increases substantially as teens approach the ages of 15, 16 and 17. Males also indicated a somewhat more positive response to the question than did the female teens (76% vs. 71% respectively).

Table 10

HAVE YOU HAD MORE THAN TWO OR THREE DRINKS OF ALCOHOL IN YOUR LIFE? (BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	51	89	76	71
No	48	11	24	29
Not Stated	1	-	-	-

Teens who indicated that they had had more than two or three drinks of alcohol were asked to state whether or not they had drunk liquor in the past twelve months. Over (87%) of all the participants indicated that they had indeed, drunk alcohol in the past 12 months, with younger respondents somewhat less likely to have had alcohol in the past 12 months than their older counterparts (82% vs. 89% respectively).

Table 11

HAVE YOU HAD ALCOHOL IN THE PAST SIX MONTHS?
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	82	89	89	86
No	16	9	10	12
Not Stated	2	2	1	2

On examining the alcohol, tobacco, and marijuana usage of Winnipeg teens, there appeared to be a strong correlation between all three. As Table 12 illustrates, almost all of the teens who had consumed alcohol in the past 12 months had used another of the drugs.

Table 12

HAVE YOU HAD ALCOHOL IN THE PAST MONTH?**
(BY USAGE OF TOBACCO AND MARIJUANA)

	TEENS WHO SMOKE TOBACCO		TEENS WHO SMOKED MARIJUANA	
	SMOKING DAILY	NOT SMOKING DAILY	SMOKED IN PAST MONTH	DID NOT SMOKE IN PAST MONTH
Base	86	50	66	28
	%	%	%	%
Yes	95	86	97	100
No	5	10	13	-
Not stated	0	4	-	-

When asked to state at what age they started drinking alcohol, 57% stated that they had never drunk alcohol. Slightly greater numbers of females (57%) than males (53%) indicated that they did not drink, while 78% of the 12 to 14 year olds indicated that they did not drink, and only 46% of the older group indicated this response.

While the average age that the teens started smoking was 13 years, the average age of those who consumed liquor was 14 years. Very little difference in age or gender was noted on this factor.

Of those who indicated that they do drink alcohol, 80% had indeed had a drink in the past month. The majority of these individuals were females and those from 15 to 17 years of age.

Table 13

HAVE YOU HAD A DRINK OF LIQUOR IN THE PAST MONTH?**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	20	136	87	69
	%	%	%	%
Yes	65	82	75	87
No	35	18	25	13

Respondents who had indeed drunk alcohol in the past month were asked to indicate the beverage that they most frequently consume. Beer, by far, was the favorite of the teens, with 64% indicating this was the usual drink, followed by liquor (14%) and wine (10%). Beer was considerably more popular amongst males than females, with the girls preferring liquor to beer.

Table 14

WHAT DO YOU PREFER TO DRINK?**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	13	112	65	60
	%	%	%	%
Beer	39	67	79	48
Wine	23	8	5	15
Liquor	23	13	6	22
Beer and Liquor	15	8	9	8
Other combination	-	5	2	7

Of the teens who had used alcohol in the past month, each was asked to stipulate the number of drinks they had consumed. Overall, the greatest percentage of these teens tended to drink once a week (21%), two to three times a month (30%), or once a month (19%). Slightly fewer suggested that they consumed alcohol two to three times per week (15%). While sub-sample analysis is difficult due to small base sizes, trends can be seen, as it appears that males have a somewhat greater tendency to drink more often than do females, who tend to

drink two to three times a month, or once a month. The 15 to 17 year olds tend to consume alcohol two to three times a month (29%), followed by once a week (21%) and once a month or more (18%).

Table 15

NUMBER OF TIMES DRANK ALCOHOL**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	13	112	65	60
	%	%	%	%
3 or more per day	-	1	2	-
Twice a day	-	2	3	-
Once a day	-	4	2	5
4 to 6 times a week	-	8	8	7
2 to 3 times a week	8	16	17	13
Once a week	15	21	28	13
2 to 3 times a month	46	29	26	35
Once a month	31	18	14	25
Not at all	-	2	2	2

Once again, reduced sub-sample base sizes make analysis of the alcohol consumption difficult, as an average 72% of the total number of teens who indicated that they had used alcohol in the past month had not drunk any alcohol in the past seven days. In that most participants indicated they drink once a month, or two to three times a month, this is not unusual.

When asked to define the effects of overdrinking on a top-of-mind, open-ended basis, a variety of responses were received. These included: hangovers (23%); drunk driving (16%); drunkeness (14%);

liver problems (11%) and alcoholism (11%). Variances between the sexes were not apparent as almost equal numbers of males and females stated almost all of the above effects. A greater number of females (19%) did, however, indicate drunk driving as an effect, than did their male counterparts (14%). There were also noticable differences in the responses received from younger versus older teens. While the majority of each age group suggested hangovers as an effect of overdrinking, younger respondents (12 to 14 year olds) were more likely to suggest "general drunkeness" (19%) than were their older counterparts (11%). Conversely, older teens were more likely to suggest that overdrinking causes alcoholism (14%) and liver problems (13%) than were those under the age of 15 (8% and 9% respectively).

Table 16

TOP OF MIND EFFECTS OF OVER DRINKING
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Hangovers	22	23	22	23
Drunk driving	17	16	14	19
Drunkeness	19	11	15	13
Liver problems	9	13	11	11
Alcoholism	8	14	11	12

C. Marijuana Usage

When the teens interviewed were asked if they had ever used marijuana, three-quarters indicated that they had not used the drug. Interestingly, this did not vary at all between the sexes. However, a greater number of 15 to 17 year olds indicated that they had, at one time or another, used marijuana (37%) than their younger counterparts (6%).

Table 17

USE OF MARIJUANA
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	6	37	24	24
No	94	62	75	75
Not Stated	-	2	1	1

As can be seen in Table 18, teens who use marijuana also have a much greater propensity to have drunk alcohol in the past month, (63% vs. 26%), or to smoke on a daily basis (74% vs. 30%). Almost three-quarters of those who smoke cigarettes on a daily basis admitted to having tried marijuana.

Table 18

USE OF MARIJUANA**
(BY USE OF ALCOHOL AND TOBACCO)

	TEENS WHO DRINK ALCOHOL		TEENS WHO SMOKE CIGARETTES	
	DRANK IN PAST MONTH	DID NOT DINNK IN PAST MONTH	SMOKE ON DAILY BASIS	DON'T SMOKE ON DAILY BASIS
Base	%	%	%	%
Yes	63	26	74	30
No	37	74	24	70
Not stated	-	-	1	-

Of those who have tried marijuana, the mean age of trial was 13.5. Females tended to have tried marijuana at a slightly older age (13.8) than the males (13.2). Respondents who indicated having used marijuana at some point in time were asked if they had used the drug in the past 12 months. Almost three-quarters indicated that yes, they had used marijuana in the past 12 months. Notably, males had a greater tendency to have used the drug recently (81%), moreso than females.

Table 19

USE OF MARIJUANA IN THE PAST 12 MONTHS**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	12	109	53	59
	%	%	%	%
Yes	50	77	81	67
No	42	22	18	31
Not Stated	8	1	2	2

While the base sizes are not large enough for specific analysis, when one looks at the number of times that the teens had used marijuana in the past month, it is apparent that usage predominantly takes place less than once per week, as can be seen in Table 20.

Table 20

NUMBER OF TIMES USED MARIJUANA IN THE PAST MONTH**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	12	109	53	59
	%	%	%	%
Not at all	43	25	27	26
Less than once a week	29	30	29	31
Once weekly	-	7	6	7
2 to 3 times weekly	-	16	17	12
4 to 6 times weekly	14	9	14	5
Once daily	-	6	6	5
2 to 3 times daily	-	3	-	7
4 plus daily	-	1	-	2
Not Stated	14	2	2	5

As may be expected, those who do smoke marijuana tend to use the product more on weekends (62%) than weekdays (5%), while the remainder indicate using the drug on both weekends and weekdays (24%). Once again, small base sizes prohibit extensive analysis, however, it is apparent that most marijuana is smoked on the weekends by both males and females.

Table 21

DAYS ON WHICH MARIJUANA IS SMOKED**
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	8	86	52	41
	%	%	%	%
More on weekdays	-	6	6	5
More on weekends	71	62	69	54
Both equally	-	26	15	34
Not Stated	29	7	10	7

While 70% of all the teens interviewed indicated that neither sex should start smoking at any age, those who did indicate an appropriate age to start using marijuana suggested it was 15.3 years for males and 15.5 years for females. Younger respondents were more apt to suggest that neither sex should start smoking (75%) than were their older counterparts (66%). When asked to indicate whether or not they will be

smoking marijuana in five years, younger teens were much more inclined to state that they definitely would not (80%) than those between the ages of 15 to 17 years (60%), as were females (72%) than males (64%).

Table 22

WILL YOU BE SMOKING MARIJUANA IN FIVE YEARS?
(BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	254	246
	%	%	%	%
Definitely will	2	5	4	4
Probably will	2	11	7	7
Probably will not	15	24	24	17
Definitely will not	80	60	64	72
Not Stated	1	-	1	-

As may be expected, there is a strong correlation between the predictions of teens who smoke cigarettes daily, or drink alcohol, and their predicted use of marijuana. Users of other drugs showed a greater tendency to suggest that they will be smoking marijuana in five years from now.

Table 23

WILL YOU BE SMOKING MARIJUANA IN FIVE YEARS' TIME?**
(BY USE OF TOBACCO AND ALCOHOL)

	TEENS WHO DRINK ALCOHOL		TEENS WHO SMOKE CIGARETTES	
	DRANK IN PAST MONTH	DID NOT DRINK IN PAST MONTH	SMOKE ON DAILY BASIS	DO NOT SMOKE ON DAILY BASIS
Base	125	31	66	28
	%	%	%	%
Definitely will	10	-	11	2
Probably will	19	3	22	9
Probably will not	33	39	29	33
Definitely will not	38	58	38	56

When asked to suggest, on a top-of-mind, open-ended basis, the effects of smoking marijuana, Winnipeg teens indicated two predominant thoughts: "brain damage" (32%) and "getting high" (16%). While 10% of the sample did not know the effects of smoking marijuana, other responses included: addiction (8%); behavioral changes (7%); death (6%); loss of concentration (7%); and lung cancer (6%). While there was little difference noted between responses received from either

sex, or either age group, more than three times as many younger teens (10%) than older teens (3%) mentioned death, as did twice as many females (8%) than male teens (4%).

Table 24

TOP OF MIND EFFECTS OF SMOKING MARIJUANA
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Brain damage	30	32	31	32
Getting high	13	18	18	14
Addiction	7	9	7	10
Behavioural changes	6	7	5	9
Death	10	3	4	8
Loss of concentration	5	7	7	6
Lung cancer	4	7	8	4

While 24% of the participants did not state any other effects of marijuana smoking, and 20% did not know of any more than one effect, 13% suggested brain damage as an effect of smoking marijuana. Other responses included: behavioral changes (8%); addiction (7%); loss of concentration (7%); danger to health (6%); social and family problems (6%); and, death (5%).

Table 25

OTHER EFFECTS OF SMOKING MARIJUANA
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Brain damage	10	15	15	10
Behavioural changes	9	7	7	9
Addiction	5	8	5	9
Loss of concentration	7	7	6	8
Danger to health	6	7	8	5
Social and family problems	6	5	4	8
Death	7	4	3	7
Do not know	23	18	22	18
Not stated	25	23	23	25

V. GENERAL EVALUATION

Participants were then asked to indicate, on an aided basis, the effects of using all three drugs; tobacco, alcohol, and marijuana. Tobacco was noted by most teens as causing lung cancer (92% overall), with 95% of the 15 to 17 year olds, slightly less (89%) of the 12 to 14 year olds, 94% of the males, and 91% of the females indicating this effect. Cigarette smoking was noted equally by both age and sex groups to increase the risk of heart disease (75%), while older teens and females (73%), moreso than younger teens or male respondents (65%), indicated that tobacco usage causes harm to unborn babies.

Table 26

AIDED EFFECTS OF USING TOBACCO
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Slows you down	36	41	42	35
Causes lung cancer	89	95	94	91
Makes you feel part of the group	41	45	42	45
Makes it hard to concentrate	29	19	23	22
Helps if you are nervous	28	46	35	43
Causes polio	10	7	8	9
Makes it dangerous to drive a car or ride a bicycle	19	18	18	19
Is habit-forming	75	82	80	79
Makes you less shy	18	10	15	11
Provides pleasant experiences	11	13	12	12
Harms unborn babies if used by pregnant women	64	72	65	73
Increases the risk of heart disease	75	76	75	76
Effects reaction time	25	19	23	20

Alcohol was indicated by most teens to cause driving a car or bicycle to be dangerous almost equally by both age and sex groups (92%), while females and older teens (81%), moreso than males and younger teens (76%), suggested that alcohol caused harm to unborn babies. While both sexes noted that alcohol affects reaction time, younger teens were less likely to indicate this factor (72%) than 15 to 17 year olds (83%). Both sexes and age groups of teens noted that alcohol can, indeed, be habit forming.

Table 27

AIDED EFFECTS OF USING ALCOHOL
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Slows you down	64	60	66	58
Causes lung cancer	16	6	10	11
Males you feel part of the group	53	59	53	60
Makes it hard to concentrate	68	68	68	68
Helps you if you are nervous	41	43	38	46
Causes polio	25	18	17	24
Makes it dangerous to drive a car or ride a bicycle	93	91	93	91
Is habit-forming	72	74	73	74
Makes you less shy	47	62	53	59
Provides pleasant experiences	32	46	38	42
Harms unborn babies if used by pregnant women	75	80	76	81
Increases the risk of heart disease	48	48	44	52
Effects reaction time	72	83	78	79

Marijuana was noted frequently as being dangerous to unborn babies by 82% of all teens, however, younger teens (78%) were less likely to note this factor than older teens (86%), as were males (81%) less likely than females to make this indication (84%). Decreased reaction time was also noted as an effect by 74% of all teens. Once again, older teens (77%) indicated this moreso than their younger counterparts (69%), while almost equal numbers of each sex indicated this reaction. Marijuana use was felt to be dangerous if one was operating a car or riding a bicycle, once again, moreso by older teens (78%) than younger teens (65%). Greater numbers of females (75%) than males (71%) also indicated this effect.

Table 28

AIDED EFFECTS OF USING MARIJUANA
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Slows you down	66	65	66	65
Causes lung cancer	53	65	63	57
Makes you feel part of the group	65	55	56	63
Makes it hard to concentrate	69	70	68	71
Helps you if you are nervous	31	36	31	37
Causes polio	28	22	22	27
Makes it dangerous to drive a car or ride a bicycle	65	78	71	75
Is habit-forming	70	65	62	71
Makes you less shy	51	49	49	51
Provides pleasant experiences	48	58	55	53
Harms unborn babies if used by pregnant women	78	86	81	84
Increases the risk of heart disease	59	58	61	56
Effects reaction time	69	77	75	73

When asked to indicate, on an aided basis, the problems that have occurred to them as a result of drinking, the greatest percentage of all respondents (80%) indicated that none of the listed problems had occurred to them. Drinking was noted to have caused some problems for older teens (18%) with their family or friends, moreso than younger teens (10%), while little differences were noted between the sexes on this factor.

Table 29

AIDED PROBLEMS OCCURRING IN PAST 12 MONTHS DUE TO DRINKING (BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Tension with family/friends	10	18	14	15
Trouble with school or work	7	8	7	8
Problems with health	7	8	7	8
Difficulties with driving	7	8	5	10
Trouble with the law	7	7	6	8
Injuries due to accidents	7	9	8	9
None of the above	88	75	81	79

Similar to problems with drinking, the majority of respondents indicated that they had no problems as a result of smoking marijuana, as 85% noted that none of the listed situations had taken place. Younger respondents, moreso than older, were more likely to have no problems (91% vs. 81% respectively), while no variation was noted by sex. Of all the listed problems, problems with school or work was

noted most frequently by all respondents (10%), however, more than twice as many 15 to 17 year olds noted this (13%) as did their younger counterparts (6%).

Table 30

AIDED PROBLEMS OCCURRING IN PAST 12 MONTHS DUE TO MARIJUANA (BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Tension with family/friends	3	11	7	9
Trouble with school or work	6	13	8	12
Problems with health	5	7	6	7
Difficulties with driving	3	3	3	4
Trouble with the law	5	6	4	7
Injuries due to accidents	5	4	4	5
None of the above	91	81	85	85

Of all three of the drugs listed, cigarette smoking had caused the greatest number of problems to Winnipeg teens. Teens indicating fewest problems were 12 to 14 year olds and males, while 15 to 17 year olds and females noted more problems. The greatest problems noted were health related, particularly amongst older teens (17%) and females (14%) moreso than younger individuals (75%) or males (11%).

Tensions with friends and family were also indicated by a great number of older teens (14%) than younger individuals (10%) and females (15%) more so than males (10%).

Table 31

AIDED PROBLEMS OCCURRING IN PAST 12 MONTHS DUE TO SMOKING (BY AGE AND SEX)

	AGE		SEX	
	12 - 14	15 - 17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Tension with family/friends	10	14	10	15
Trouble with school or work	6	7	6	7
Problems with health	7	16	11	14
Difficulties with driving	1	1	-	1
Trouble with the law	2	1	1	1
Injuries due to accidents	2	1	1	1
None of the above	87	74	81	77

A. Opinions on Alcohol Related Matters

Respondents were asked to indicate their attitudes and opinions regarding a number of statements about themselves and their relationships with peers. When teens were asked to indicate whether or not they had, at some time, tried to prevent a friend who had been drinking from driving a car or riding a bicycle, almost one-quarter indicated that they had done this. As one may expect, older respondents were much more likely to have tried to prevent a peer who had been drinking from driving, than their younger counterparts (33%

vs. 9% respectively). It is interesting to note that greater numbers of females (27%) than males indicated that they had tried to prevent a drunk friend from driving (20%).

When asked to speculate as to whether or not they would try to stop a friend from drinking and driving, no difference was noted in the younger or older age catagories, as 88% of all respondents indicated that they would attempt to prevent this situation. Once again, however, females are more likely then males (91% vs. 85% respectively) to indicate that they would try to prevent drinking and driving amongst their friends.

Very little difference in age or sex was noted in the number of teens who indicated that they have stopped seeing friends due to overdrinking, as only 13% of all teens agreed with this statement. However, when asked to speculate on their behavior, approximately 40% of all teens indicate that they would stop seeing friends if they overdrink. While the percentage of males and females agreeing to this statement differed only slightly (38% vs. 40% respectively), younger and older teens differed in their agreement. Almost twice as many 12 to 14 year olds (54%) suggested that overdrinking would prevent them from seeing friends, while only 28% of their older counterparts indicated the same behavior.

While virtually none of the 12 to 14 year olds had driven a car or ridden a bicycle after drinking, 18% of the older teens indicated that they had. Males (16%) were twice as likely to have driven a car or bicycle after drinking than were females (8%).

Table 32

ATTITUDES AND OPINIONS REGARDING USE OF ALCOHOL
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Did try to prevent friend who had been drinking from driving	9	33	20	27
Would try to prevent friend who had been drinking from driving	88	88	85	91
I have stopped seeing friends who overdrink	12	13	12	13
I would stop seeing friends if if they overdrink	54	28	38	40
I have driven a car/ridden a bicycle after drinking	2	18	16	8

Over 90% (93%) of all teens indicated that a person either "absolutely should" or "should" try to prevent a drunk friend from driving. Females were more likely to show greater support for this position than were males (96% vs. 90% respectively).

Table 33

SHOULD A PERSON TRY TO PREVENT A DRUNK FRIEND FROM DRIVING?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	77	74	70	81
	92	94	90	96
Should	15	20	20	15
May or may not	5	6	8	3
Should not	1	-	1	-
Absolutely should not	2	-	1	-
Not stated	1	-	-	-

However, when teens were asked to indicate whether or not a teen should stop seeing a friend due to overdrinking, agreement (absolutely should and should responses) was considerably less strong amongst all groups (58%), particularly with the older rather than younger teens (48% vs. 68% respectively), and male rather than female groups (51% vs. 62% respectively). A greater percentage of respondents were likely to indicate "may or may not" (32%), noting that they would have to consider the situation.

Table 34

SHOULD A PERSON STOP SEEING FRIENDS WHO PRESSURE HIM/HER TO DRINK?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	44	24	33	31
	68	48	51	62
Should	24	24	18	31
May or may not	23	40	35	31
Should not	3	8	6	6
Absolutely should not	4	4	6	2
Not stated	2	-	2	-

Teens suggested that it is not necessary for them to accept all drinks offered to them, particularly amongst the younger (79%) and female teens (75%). Males and older respondents, while less likely to state either "should" or "absolutely should not" responses (65%), were more likely to state "may or may not", considering the situation (30%).

Table 35

SHOULD A PERSON ACCEPT ALL DRINKS THAT OFFERED TO HIM/HER?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	2	3	3	3
Should	2	2	2	2
May or may not	15	31	29	19
Should not	36	36	36	35
	79	64	65	75
Absolutely should not	43	28	29	40
Don't know	1	-	-	-
Not stated	1	-	1	-

Over 85% of all respondents indicated that older teens should try to keep a younger teen from over drinking, with greatest agreement ("absolutely should" and "should not" responses) indicated from the younger (90%) and female segments (88%). As in previous questions, males and older teens were more likely to indicate that they would consider the situation by responding "may or may not" (15%).

Table 36

SHOULD AN OLDER TEEN TRY TO KEEP A YOUNGER TEEN (OR PERSON) FROM OVER DRINKING? (BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	66	47	53	57
Should	24	35	29	31
	90	82	82	88
May or may not	6	15	14	8
Should not	2	2	2	2
Absolutely should not	1	2	2	2
Don't know	1	-	-	-
Not stated	1	-	-	-

B. Opinions on Tobacco Related Matters

Over half of the females (52%) and older teens (51%) indicated that they have helped a friend quit smoking, while a lower number of males (38%) and younger teens (34%) indicated that they had assisted a friend who smoked to quit the habit. However, in predicting their behavior, 80% of all respondents suggested that they would help a friend quit smoking, with greater support indicated from females (86%) than males (75%).

While virtually none of the 12 to 14 year olds had offered cigarettes to non-smoking friends, almost one-quarter (22%) of all older teens had offered non-smokers cigarettes. There was little difference noted between males and females in this aspect, as approximately 15% of each gender had offered cigarettes to non-smokers. Interestingly, though, less than 10% of all teens indicated that they would offer cigarettes to non-smokers. Older teens were more likely to state this than younger teens (11% vs. 4%), while little difference was noted between the sexes.

Females and older teens were least likely to indicate that they would stop seeing someone due to smoking (6% and 5% respectively) while younger teens (13%) and males (11%) indicated a greater tendency for this. Following that, in predicting their behavior, younger teens (20%) and males (14%) were also more likely to state that they would, indeed, stop seeing persons who smoke, than were older teens (7%) or females (11%).

Table 37

ATTITUDES AND OPINIONS REGARDING THE USE OF TOBACCO
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
I have helped friends who are trying to quit smoking	34	51	38	50
I would help friends who are trying to quit smoking	80	80	75	86
I have offered cigarettes to non-smokers	3	22	14	15
I would offer cigarettes to non-smokers	4	11	9	7
I have stopped seeing friends because they smoke cigarettes	13	5	11	6
I would stop seeing friends because they smoke cigarettes	20	7	14	11

Over half (54%) of the Winnipeg teens felt that non-smokers should disallow smoking in their homes, with younger teens more likely to agree than older teens (64% vs. 47% respectively). No difference in response was received by either gender.

Table 38

SHOULD A NON-SMOKER DISALLOW SMOKING IN THEIR HOMES?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	41	24	27	35
64 / 47 / 54 / 54				
Should	23	23	27	19
May or may not	24	42	31	38
Should not	5	7	9	4
Absolutely should not	7	4	6	4

Greatest support for non-smokers to request that smoking friends sit in non-smoking areas came from younger teens (31%) and males (28%), while older teens (20%) and females (26%) were less likely to agree. Almost half of the older teens and females (49%) suggested "may or may not", indicating that they would consider the situation.

Table 39

SHOULD A NON-SMOKER ASK HIS SMOKING FRIENDS TO SIT IN NON-SMOKING AREAS? (BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	15	7	9	12
	36	20	28	26
Should	21	13	19	14
May or may not	37	49	39	49
Should not	16	21	22	15
Absolutely should not	12	10	10	11

Just over one-quarter of all teens felt that a person should feel free to smoke whenever he or she pleases. Younger respondents were least likely to agree with this statement (20%) than were other groups of teens. Approximately one-third of all teens suggested that it did depend on the situation by indicating "may or may not" to this statement.

Table 40

SHOULD A PERSON FEEL FREE TO SMOKE CIGARETTES WHENEVER HE/SHE LIKES?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	5	13	11	8
	20	33	28	27
Should	15	20	17	19
May or may not	31	32	29	34
Should not	27	26	27	26
	49	35	42	39
Absolutely should not	22	9	15	13
Not stated	-	-	1	-

Over three-quarters of all teens suggested that smokers should not smoke around younger individuals who may be influenced to start smoking. Younger teens, themselves, indicated greatest support (87%) that smoking around those who may be influenced should not take place, followed by females at 78%. Males and older teens were less likely to agree (74% and 70% respectively).

Table 41

SHOULD A PERSON SMOKE AROUND CHILDREN OR YOUNGER PEOPLE WHO MIGHT BE INFLUENCED TO SMOKE? (BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	2	2	2	2
	4	6	5	5
Should	2	4	3	3
May or may not	11	25	20	18
Should not	31	47	41	39
	87	70	74	78
Absolutely should not	56	23	33	39

C. Opinions on Marijuana Related Matters

Older teens were more likely to suggest that they have helped a friend who was trying to quit smoking marijuana (26%) than younger individuals (7%), most likely due to the greater number of older teens who have tried the product. Females showed greater tendencies to assist their peers in "kicking the habit" then did males (23% vs. 13% respectively).

As indicated earlier, 25% of the teens had tried marijuana, with approximately 5% indicating that they had, indeed, tried marijuana to be a part of a group of friends. Approximately 8% of all teens suggested that they had driven after smoking marijuana, with slightly more males (10%) than females (7%) indicating this fact.

Table 42

ATTITUDES AND OPINIONS REGARDING MARIJUANA
(BY AGE AND SEX)
(YES RESPONSES ONLY)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
I have helped and supported a friend who is trying to quit using marijuana	7	26	13	23
I started smoking marijuana to be part of a group of friends	2	8	6	5
I have driven a motor vehicle or ridden a bicycle after using marijuana	1	14	10	7

Females and 12 to 14 year olds were most likely to agree that marijuana should not be offered to non-users (81% vs. 87% respectively) while males (76%) and older teens (73%) were less likely to agree that the drug should not be offered.

Table 43

SHOULD A PERSON OFFER A JOINT TO A NON-USER?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	1	1	1	-
Should	1	2	2	2
May or may not	10	23	20	16
Should not	21	28	25	25
	87	73	76	81
Absolutely should not	66	45	51	56
Don't know	1	-	-	-
Not stated	1	-	1	-

Once again, females (84%) and younger teens (87%) showed greatest support for helping a friend to quit smoking marijuana, while males (76%) and older teens (74%) were not as strong in indicating their support on this issue. On average, less than 6% of all teens felt that they should not encourage friends to stop smoking marijuana.

Table 44

SHOULD YOU ENCOURAGE A FRIEND TO QUIT SMOKING MARIJUANA?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	65	49	53	59
	87	74	76	84
Should	22	25	23	25
May or may not	6	20	17	12
Should not	3	3	3	3
	5	6	7	5
Absolutely should not	2	3	4	2
Not stated	1	-	-	-

Older teens (15%) and males (14%) were much more likely to agree that people should be free to smoke marijuana whenever they like, than were younger teens (5%) or females (9%).

Table 45

SHOULD A PERSON FEEL FREE TO SMOKE MARIJUANA WHEREVER HE/SHE LIKES?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	3	7	6	5
	5	15	14	9
Should	2	8	8	4
May or may not	20	22	21	21
Should not	28	33	29	33
	74	62	64	70
Absolutely should not	46	29	35	37
Not stated	1	-	1	-

To follow the previous trends, females and younger teens showed greatest support for non-users to insist that their friends not smoke in their home (79% vs. 72% respectively). Males and older teens were somewhat less likely to support this statement (69% vs. 72% respectively).

Table 46

SHOULD A NON-USER INSIST THAT FRIENDS DO NOT SMOKE MARIJUANA IN HIS/HER HOME? (BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Absolutely should	62	55	53	63
	76	72	69	79
Should	14	17	16	16
May or may not	10	16	17	10
Should not	5	3	4	4
	14	10	13	11
Absolutely should not	9	7	9	7
Don't know	-	1	1	-
Not stated	1	-	1	-

VI. ADVERTISING EVALUATION

Upon completion of the first section of the questionnaire, the interviewer then administered questions dealing with advertising. During this phase, two visual representations of advertisments were shown to respondents and a series of questions asked about each. Copies of these advertisements can be seen in Appendix II.

A. Advertising Recall - Unaided

When asked if they had seen or heard any advertisements promoting non-smoking, almost three-quarters of the respondents recalled seeing advertisements to this effect. While recall did not vary between males and females, older teens indicated greater recall (80%) than did 12 to 14 year olds (67%).

Table 47

SEEN OR HEARD ANY ADVERTISEMENTS REGARDING NON-SMOKING?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	67	80	74	75
No	33	20	26	25

When those who recalled seeing advertisements were asked to elaborate on them, the most predominant message received was "smoking ruins health" (28%), "non-smoking posters" (21%), and "smoking causes cancer" (16%). Approximately 17% of the teens who recalled the advertisements indicated they had seen or heard "A broken cigarette is a little freedom gained" (17%). Unaided recall of the two advertisements to be tested; the "Ski Ad", and the "Beach Ad" were 3% and 9% respectively. As can be seen in the following table, the "Broken Cigarette" advertisement was recalled by twice was many older than younger teens, as was the "Beach Ad".

Table 48

RECALL OF NON-SMOKING ADS*
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Smoking ruins health	33	23	26	28
No smoking posters	20	22	19	23
Broken cigarette is a little freedom gained	10	21	18	16
Smoking causes cancer	14	17	15	17
People on the beach	6	11	11	8
The ski advertisement	2	3	3	3

*Multiple mention.

B. Advertising Recall - Aided

On an aided basis, once having been shown the advertisements, the "Ski Ad" was recalled by 80% of the teens, while the "Beach Ad" was recalled by 90%. The "Ski Ad" was recalled by slightly greater numbers of females (84%) and older teens (82%), as was the "Beach Ad" (92% for both). It should be noted, however, that variances between sub-groups were slight (3% to 4%).

Table 49

AIDED RECALL OF SKI AD
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	78	82	77	84
No	22	16	22	15
Don't know	1	1	1	1

Table 50

AIDED RECALL OF BEACH AD
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	88	92	89	92
No	10	8	9	8
Don't know	3	-	2	-

When asked to elaborate as to the main message behind these two advertisements, the following comments were mentioned by more than one-third of all teens: "Do not smoke"; and, "You'll be healthier if you don't smoke". Messages about "setting a good example" and "not smoking if you are active" were received from almost 10% of the respondents.

Table 51

MAIN MESSAGE BEHIND THESE ADS*
(BY AGE AND SEX)
(MAJOR MENTIONS ONLY)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Do not smoke	37	32	37	32
You'll be healthier if you don't smoke	35	34	31	37
More freedom if you don't smoke	18	21	20	19
Be a good example	8	11	8	11
Stop smoking if active	9	7	8	8

*Multiple mention

The most frequently mentioned place for having viewed the advertisements was "television" (86%), followed by "in buses" (29%) and "at school or work" (15%). Once again, significant variances by sex and age were not received, except between those younger and older teens who had noticed the advertisement on buses (25% vs. 31% respectively).

Table 52

WHERE HAVE YOU SEEN THESE ADS?*
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Newspaper	3	2	3	1
Magazine	6	10	8	10
Shopping mall	3	3	3	3
School or work	14	15	15	14
In a bus	25	31	28	29
Bus station or billboard	6	14	11	11
T.V.	87	85	85	86
Other	3	5	5	3
Don't know	1	1	-	2
Not stated	1	-	-	-

*Multiple mention

While over one-third of the respondents did not know who had sponsored the advertisements, approximately 23% suggested it was the Cancer Association. Younger respondents were somewhat less likely to suggest a sponsor, as almost half (44%) stated "don't know", while only 28% of the 15 to 17 year olds could not suggest a sponsor.

Table 53

WHO SPONSORED THESE ADVERTISEMENTS?
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Government Unspecified	13	19	19	14
Federal Government	3	3	5	-
Provincial Government	1	-	-	1
Other government	2	1	1	1
Department of Health & Welfare	8	10	8	10
Heart Foundation	5	3	4	3
Cancer Association	15	29	24	22
Police	1	-	-	-
Other	11	6	7	9
Don't know	44	28	31	39

APPENDIX I

DEMOGRAPHIC BREAKDOWN

APPENDIX I

DEMOGRAPHIC BREAKDOWN

Table 1

LAST GRADE OF SCHOOL COMPLETED
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Three	1	-	-	-
Four	2	-	1	-
Five	9	-	5	3
Six	40	1	19	15
Seven	45	5	21	22
Eight	3	26	14	20
Nine	-	33	18	20
Ten	1	20	13	11
Eleven	-	14	8	8
Twelve	-	1	1	-

Table 2

ATTENDING SCHOOL
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	100	95	97	97
No	-	5	3	3

Table 3

EXMPLOYMENT STATUS
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Full time	-	1	1	-
Part time	23	38	35	29
Not employed	77	61	64	72

Table 4

FIRST LANGUAGE SPOKEN
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
English	84	88	87	86
French	6	3	4	5
Other	9	9	9	9

Table 5

POSESS A VALID DRIVER'S LICENSE
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Yes	-	27	21	11
No	-	22	13	16
Under 16 years	100	51	67	72

Table 6

NUMBER IN HOUSEHOLD
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
Two	2	5	4	4
Three	13	20	18	16
Four	39	36	36	38
Five	26	25	24	26
Six or more	18	15	17	15
Not stated	2	-	-	1

Table 7

NUMBER OF INDIVIDUALS UNDER 10 YEARS OF AGE
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
None	61	77	68	73
One	24	18	23	18
Two	6	4	5	5
Three	4	-	2	2
Four or more	1	1	-	1
Not stated	3	-	2	1

Table 8

NUMBER OF INDIVIDUALS IN HOUSEHOLD BETWEEN AGES OF 10 AND 17
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
One	36	41	40	38
Two	46	44	43	46
Three	13	12	13	11
Four or more	4	3	4	4
Not stated	1	-	-	1

Table 9

RESPONDENT YEAR OF BIRTH
(BY AGE AND SEX)

	AGE		SEX	
	12-14	15-17	MALE	FEMALE
Base	205	296	255	246
	%	%	%	%
1967	-	17	11	10
1968	-	25	15	14
1969	-	30	19	17
1970	-	28	13	20
1971	48	-	18	21
1972	42	-	19	15
1973	19	-	4	4

Table 10

SEX OF RESPONDENT
(BY AGE)

	AGE	
	12-14	15-17
Base	205	296
	%	%
Male	52	50
Female	48	50

APPENDIX II

ADVERTISING MATERIALS

A BROKEN GARTER
IS A LITTLE
FREEDOM GAINED.

A BROKEN CIGARETTE
IS A LITTLE
FREEDOM GAINED.

APPENDIX III

THE QUESTIONNAIRE

Results Group

RESULTS GROUP WOULD LIKE YOUR OPINION

1 | | | | (1 2 3 4)

(DO NOT READ ALOUD THE WORDS IN CAPITAL LETTERS. CIRCLE THE APPROPRIATE NUMBERS)

****

Good day, I'm _____ of Results Group a marketing research firm located in Winnipeg. Today we are conducting a confidential survey, and we would like to include your experiences and opinions. Here is the questionnaire, part of which we would like you to complete by yourself.

If you wish, please show the questions to your parents to get his/her approval on it, then complete the questionnaire by yourself, by circling the number, or checking the appropriate response.

When you have completed the next eight pages, fold these pages over and hand the questionnaire back to the interviewer who will ask you the remaining questions. All of the information will remain confidential until results are tabulated in total, and among large groups only. You will never need to put your name or address on any page of the questionnaire.

INTERVIEWER: PLEASE RECORD IF:

PARENT PRESENT AND PERMISSION NOT ASKED FOR	1	
PARENT PRESENT AND PERMISSION GIVEN	2	
PARENT PRESENT AND PERMISSION REFUSED	3	(5)
PARENT NOT PRESENT	4	

****

GO THROUGH EACH QUESTION SLOWLY AND CAREFULLY, RECORDING YOUR RESPONSE BY CIRCLING THE APPROPRIATE ANSWER, OR WRITING IN.

FOLLOW THE GUIDELINES CAREFULLY.

****

CIGARETTE SECTION - FOR EVERYONE

1. At what time, if ever, did you first start smoking cigarettes regularly? That is, on a daily basis?

_____ YEARS OF AGE ——— GO TO QUESTION 2a

_____ NEVER SMOKED ——— GO TO QUESTION 3

(6 7)

FOR ALL WHO HAVE SMOKED

2a. Do you now smoke cigarettes daily?

Yes	1 — GO TO QUESTION 2c	(8)
No	2	

IF NO ASK:

2b. How long has it been since you have not been smoking regularly?

_____ # OF MONTHS

_____ # OF YEARS ——— GO TO QUESTION 3

(9 10 11 12)

IF "YES", "SMOKE DAILY":

2c. On average, about how many cigarettes do you now smoke per day?

ENTER NUMBER OF CIGARETTES: _____ ☐☐

One to five cigarettes a day	1
About 1/2 pack a day (six to 15 cigarettes)	2
About a pack a day (16 to 25 cigarettes)	3
About 1 1/2 packs a day (25 to 35 cigarettes)	4
About 2 packs or more a day (more than 35 cigarettes a day)	5

☐

****

FOR EVERYONE

3. How many of your friends would you say now smoke regularly? Would you say:

None	1
A few	2
Some	3
Most	4
All	5

☐

4. Compared to five years ago, would you say that the percentage or proportion of teenage smokers has:

Increased	1
Decreased	2
Remained the same	3

☐

5. What percentage of teenagers in Canada do you think now smoke cigarettes regularly. -- Just your best guess.

_____ percent ☐☐☐

6. Looking ahead five years, do you think that you will, or will not be smoking cigarettes five years from now?

Definitely will	1
Probably will	2
Probably will not	3
Definitely will not	4

☐

7. In your own opinion, what are some of the effects of smoking cigarettes?

a. What comes to mind first?

_____ ☐☐

_____

b. And what other effects can you think of?

_____ ☐☐

_____

****

ALCOHOL SECTION - FOR EVERYONE

1. Have you had a drink of beer, wine, or liquor more than two or three times in your life?

Yes	1
No	2—GO TO QUESTION 8

☐

2. Have you had a drink of beer, wine or liquor during the past 12 months?

Yes 1
No 2

3. At what age, if ever, did you first start drinking regularly? That is, once a month or more?

_____ YEARS OF AGE — GO TO QUESTION # 4a

_____ NEVER DRANK REGULARLY — GO TO QUESTION # 8

****

FOR ALL WHO HAVE EVER USED ALCOHOL

4a. Have you used alcoholic beverages in the last month or not?

Yes 1 — GO TO QUESTION # 5
No 2

IF NO

4b. How long has it been since you last had a drink?

_____ MONTHS
_____ YEARS — GO TO QUESTION # 8

****

FOR ALL WHO HAVE USED ALCOHOLIC BEVERAGES

5. What do you normally drink?

Beer 1
Wine 2
Liquor 3
Other (Specify) _____ 4
_____ 5

6. When one drink is
- one pint (12 ounces) of beer
- one small (5 ounce) glass of wine
- one shot (1-1 1/2 ounce) of liquor or spirits, with or without mix

On average, over the past 30 days, how often have you taken at least one drink?

3, 4 OR MORE TIMES A DAY	01
TWO TIMES A DAY	02
ONCE A DAY	03
4-6 TIMES A WEEK	04
2-3 TIMES A WEEK	05
ONCE A WEEK	06
2-3 TIMES A MONTH	07
ONCE A MONTH	08
NOT AT ALL	09 — GO TO QUESTION # 8

7. Beginning with yesterday, how many drinks did you have on each of the past seven days?

a. YESTERDAY:	NONE, NO DRINKS	1	4-7 DRINKS	4	
	ONE DRINK	2	8-11 DRINKS	5	
	2 OR 3 DRINKS	3	12 OR MORE DRINKS	6	
b. TWO DAYS AGO:	NONE, NO DRINKS	1	4-7 DRINKS	4	
	ONE DRINK	2	8-11 DRINKS	5	
	2 OR 3 DRINKS	3	12 OR MORE DRINKS	6	

c. THREE DAYS AGO: NONE, NO DRINKS 1; ONE DRINK 2; 2 OR 3 DRINKS 3; 4-7 DRINKS 4; 8-11 DRINKS 5; 12 OR MORE DRINKS 6 ☐ 47

d. FOUR DAYS AGO: NONE, NO DRINKS 1; ONE DRINK 2; 2 OR 3 DRINKS 3; 4-7 DRINKS 4; 8-11 DRINKS 5; 12 OR MORE DRINKS 6 ☐ 48

e. FIVE DAYS AGO: NONE, NO DRINKS 1; ONE DRINK 2; 2 OR 3 DRINKS 3; 4-7 DRINKS 4; 8-11 DRINKS 5; 12 OR MORE DRINKS 6 ☐ 49

f. SIX DAYS AGO: NONE, NO DRINKS 1; ONE DRINK 2; 2 OR 3 DRINKS 3; 4-7 DRINKS 4; 8-11 DRINKS 5; 12 OR MORE DRINKS 6 ☐ 50

g. SEVEN DAYS AGO: NONE, NO DRINKS 1; ONE DRINK 2; 2 OR 3 DRINKS 3; 4-7 DRINKS 4; 8-11 DRINKS 5; 12 OR MORE DRINKS 6 ☐ 51

****

FOR EVERYONE:

8. In your own opinion, what are some of the effects of over-drinking?

a. What comes to mind first?

_____ ☐☐ 52 53

_____

b. And what other effects can you think of?

_____ ☐☐ 54 55

_____

****

MARIJUANA SECTION - FOR EVERYONE

1. Have you ever used marijuana?

Yes 1
No 2 ——— GO TO QUESTION # 4 ☐ 57

IF YES ASK:

2. At what age did you first try marijuana?

_____ YEARS OF AGE ☐☐ 57 64

3a. Have you used marijuana in the last twelve months?

Yes 1
No 2 ——— GO TO QUESTION # 4 ☐ 63

IF YES ASK

3b. How often have you used marijuana in the last thirty days?

NOT AT ALL 01
LESS THAN ONCE WEEKLY 02
ONCE WEEKLY 03
TWO OR THREE TIMES WEEKLY 04
FOUR TO SIX TIMES WEEKLY 05
ONCE DAILY 06
TWO OR THREE TIMES DAILY 07
FOUR OR MORE TIMES DAILY 08

☐☐ 63 64

64A

3c. Do you smoke marijuana:

More on weekdays	1	
More on weekends	2	
Both equally	3	

FOR EVERYONE

4. If a young person were going to start smoking marijuana, what do you think of as being the age to start?

a. First for males? _____ AGE OF MALES _____ NEVER SHOULD START

b. First for females?_____ AGE OF FEMALES ____ NEVER SHOULD START

5. As far as you are concerned, do you think you will be smoking marijuana five years from now, or not?

DEFINITELY WILL	1
PROBABLY WILL	2
PROBABLY WILL NOT	3
DEFINITELY WILL NOT	4

6. In your opinion, what are the effects of using marijuana?

a. What do you think of first?

---

b. What other effects does it have?

****

GENERAL SECTION - FOR EVERYONE

1a. What do you think are some of the effects, if any, of using tobacco? Take your time and circle as many as you think are appropriate below under Question 1a.

1b. What about alcohol? CIRCLE BELOW UNDER Question 1b.

1c. What about marijuana? CIRCLE BELOW UNDER Question 1c.

	Q 1a TOBACCO	Q 1b ALCOHOL	Q 1c MARIJUANA
Slows you down	1	1	1
Causes lung cancer	1	1	1
Makes you feel part of the group	1	1	1
Makes it harder to concentrate	1	1	1
Helps you if you are nervous	1	1	1
Causes polio	1	1	1
Makes it more dangerous to drive a car or ride a bicycle	1	1	1
Is habit-forming	1	1	1
Makes you less shy	1	1	1
Provides pleasant experiences	1	1	1
Harms unborn babies if used by pregnant women	1	1	1
Increases the risk of heart disease	1	1	1
Affects reaction time	1	1	1

2. Have you had any of the following problems in the past 12 months as a result of drinking, using marijuana or smoking?

TAKE YOUR TIME AND CIRCLE AS MANY AS YOU THINK ARE APPROPRIATE UNDER THE CORRECT COLUMN

	DRINKING	MARIJUANA	SMOKING
Tension with family or friends	1 ☐ 47	1 ☐ 52	1 ☐ 56
Trouble with school or work	1 ☐ 48	1 ☐ 53	1 ☐ 57
Problems with your health	1 ☐ 49	1 ☐ 54	1 ☐ 58
Difficulties with driving	1 ☐ 50	1 ☐ 55	1 ☐ 59
Trouble with the law	1 ☐ 51	1 ☐ 56	1 ☐ 60
Injuries due to accidents or violence	1 ☐ 52	1 ☐ 57	1 ☐ 61

3. And here are some statements about alcohol. Please circle the number that expresses your experience, or your feeling.

a. I <u>have tried</u> to prevent a friend who had been drinking from driving a motor vehicle or riding a bicycle
YES 1
NO 2 ☐ 62
NOT SURE/DON'T KNOW 8

b. I <u>would try</u> to prevent a friend who had been drinking from driving a motor vehicle or riding a bicycle
YES 1
NO 2 ☐ 63
NOT SURE/DON'T KNOW 8

c. I <u>have stopped</u> seeing persons whom I have met because they overdrink.
YES 1
NO 2 ☐ 64
NOT SURE/DON'T KNOW 8

d. I <u>would stop</u> seeing some persons if they overdrink.
YES 1
NO 2 ☐ 65
NOT SURE/DON'T KNOW 8

e. I <u>have driven</u> a motor vehicle or ridden a bicycle after drinking.
YES 1
NO 2 ☐ 66
NOT SURE/DON'T KNOW 8

f. Should a person try to prevent a drunk friend from driving a motor vehicle or riding a bicycle?
ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 67
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

g. Should a person stop seeing friends who pressure him/her to drink more?
ABSOLUTELY SHOULD 1
SHOULD 2 ☐ 68
MAY OR MAY NOT 3
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

h. Should a person accept all drinks that are offered to him/her?
ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 69
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

i. Should an older teen try to keep a younger teen (or person) from drinking too much?
ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 70
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

4. Here are some statements about tobacco. Please circle the number that expresses your experience, or your feelings.

a. I <u>have helped</u> a friend/friends trying to quit smoking cigarettes.
YES 1
NO 2 ☐ 5
NOT SURE/DON'T KNOW 8

b. I <u>would help</u> a friend/friends trying to quit smoking cigarettes.
YES 1
NO 2 ☐ 71
NOT SURE/DON'T KNOW 8

c. I have offered cigarettes to non-smokers.

YES 1
NO 2 ☐ 33
NOT SURE/DON'T KNOW 8

d. I would offer cigarettes to non-smokers.

YES 1
NO 2 ☐ 34
NOT SURE/DON'T KNOW 8

e. I have stopped seeing friends because they smoke cigarettes.

YES 1
NO 2 ☐ 35
NOT SURE/DON'T KNOW 8

f. I would stop seeing friends because they smoke cigarettes.

YES 1
NO 2 ☐ 36
NOT SURE/DON'T KNOW 8

g. Should a non-smoker insist that friends not smoke in his/her home?

ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 37
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

h. Should a non-smoker ask his smoking friends to sit in a non-smoking area of restaurants, movies, or planes?

ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 38
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

i. Should a person feel free to smoke cigarettes whenever he or she likes?

ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 39
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

j. Should a person smoke around younger people and children who might be influenced to start smoking?

ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 40
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

5. Finally, some statements about marijuana. Please circle the number that expresses your experience, or your feelings. ☐☐☐ 41-43

a. I have helped and supported a friend trying to quit using marijuana.

YES 1
NO 2 ☐ 44
NOT SURE/DON'T KNOW 8

b. I started smoking marijuana to be part of a group of friends.

YES 1
NO 2 ☐ 45
NOT SURE/DON'T KNOW 7
NEVER SMOKED 8

c. I have driven a motor vehicle or ridden a bicycle after using marijuana.

YES 1
NO 2 ☐ 46
NOT SURE/DON'T KNOW 7
NEVER USED 8

d. Should a person offer a joint to a non-user?

ABSOLUTELY SHOULD 1
SHOULD 2 ☐ 47
MAY OR MAY NOT 3
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

e. Should you encourage a friend to quit smoking marijuana?

ABSOLUTELY SHOULD 1
SHOULD 2
MAY OR MAY NOT 3 ☐ 48
SHOULD NOT 4
ABSOLUTELY SHOULD NOT 5

f. Should a person feel free to smoke marijuana whenever he or she likes?

ABSOLUTELY SHOULD	1
SHOULD	2
MAY OR MAY NOT	3
SHOULD NOT	4
ABSOLUTELY SHOULD NOT	5

g. Should a non-user insist that friends do not smoke marijuana in his/her home?

ABSOLUTELY SHOULD	1
SHOULD	2
MAY OR MAY NOT	3
SHOULD NOT	4
ABSOLUTELY SHOULD NOT	5

****

HAND QUESTIONNAIRE BACK TO INTERVIEWER

****

SECTION II - ASK EVERYONE

FOR EVERYONE - CIGARETTE ADS

Now I'd like to talk about non-smoking ads.

1. In the past 12 months, have you seen, heard, or read any advertising about <u>not</u> smoking cigarettes?

Yes	1	
No	2 ——GO TO QUESTION # 2	☐

IF YES ASK

1b. Please tell me everything you can remember about these advertising messages.

_____ ☐☐

_____ ☐☐

_____

_____

ASK EVERYONE

2a. Here is an illustration of an advertisement. Do you recall having seen this advertisement before? HAND AD A - SKI AD.

YES HAVE SEEN BEFORE	1	
NO HAVE NOT	2	☐
DON'T KNOW	8	

2b. And what about this advertisement. Do you recall having seen this advertisement before? HAND AD B - BEACH AD.

YES HAVE SEEN BEFORE	1	
NO HAVE NOT	2	☐
DON'T KNOW	8	

3. What, in your opinion, is the message behind these ads?

_____ ☐☐

_____ ☐☐

_____ ☐☐

INTERVIEWER, PLEASE NOTE: IF "ONE OR MORE" ADS SEEN BEFORE ASK QUESTION FOUR AND FIVE THEN CONTINUE.

IF NEITHER OF THESE ADS SEEN BEFORE - GO TO NEXT SECTION.

4. Where have you seen this (these) ad(s)? CHECK ALL THAT APPLY

Newspaper	1	☐
Magazine	1	☐
Shopping Mall	1	☐
At school or place of work	1	☐
In a bus	1	☐
In a bus station	1	☐
T.V.	1	☐
Other (Specify) _____	1	☐
Not sure/don't know	1	☐

5. Who is the sponsor of these advertisements? (DO NOT READ LIST)

Government unspecified	Ø1
Federal Government	Ø2
Provincial Government	Ø3
Other Government _____	Ø4
Dept. of Health & Welfare	Ø5
Other Federal Government	Ø6
Heart Foundation	Ø7
Cancer Association	Ø8
Insurance companies	Ø9
Police	10
Other (Specify) _____	11

35 36

****

Now, just a few questions on basic characteristics. It will enable us to check on the representativeness of the sample of people we are contacting. Again, results will be shown in total, and among large groups of the population only.

BASIC DATA

1a. What is the last grade of schooling you have completed?

GRADE: _____

( ) COMMUNITY COLLEGE STUDENT
( ) UNIVERSITY STUDENT

37 38

1b. Are you, or are you not still attending school?

YES, STILL ATTENDING	1
NO, NOT ATTENDING	2
ATTENDING FULL-TIME	3
ATTENDING PART-TIME	4

40

2. Are you employed outside the home full-time, part-time, or not at all?

FULL-TIME	1
PART-TIME	2
NOT AT ALL	3

41

3. What was the language you first spoke in childhood and still understand?

ENGLISH	1
FRENCH	2
OTHER (SPECIFY) _____	3

42

4. Do you have a driver's licence?

Yes	1
No	2

43

5. OCCUPATION OF HEAD OF FAMILY:

SPECIFIC JOB: _____

TYPE OF COMPANY: _____

6. How many people, including yourself, are there in this household?

1 2 3 4 5 6 OR MORE

7. How many would be under 10 years?

0 1 2 3 4 OR MORE

8. How many would be between 10 and 17 years?

0 1 2 3 4 OR MORE

9. What was your year of birth?

YEAR: _____

10. RECORD IF:

MALE 1
FEMALE 2

11. DAY AND MONTH OF INTERVIEW:

DAY _____

MONTH _____

AREA OF WINNIPEG _____

INTERVIEWER'S SIGNATURE _____

RESPONDENT'S PHONE NUMBER (VERIFICATION)

_____